

For immediate release:

Aviva Investors goes live with upgraded Fidessa buy-side platform

London, 25th October 2010 – Fidessa group plc (LSE: FDSA), provider of award-winning trading, compliance, market data and connectivity solutions for the buy-side and sell-side globally, has announced the successful go-live of an upgrade of its front office LatentZero suite at Aviva Investors.

Aviva Investors has rolled out an updated version of all three components of LatentZero: Tesseract for portfolio analysis and order generation, Minerva for order management, trading and post-trade processing, and Sentinel for and pre- and post-trade investment compliance.

Ian Firth, Head of Centralised Dealing at Aviva Investors explains: “Fidessa’s LatentZero suite of products has been fundamental to our front office operations for equities and fixed income since we first began using it in 2005. Although primarily a technical upgrade, it also gives us new and improved functionality across all three components.

Firth continues: “In a company like Aviva Investors where we’re thinking in terms of fairly long-term investments, it’s important that our fund managers have access to the most up-to-date data and can see the status of their orders at all times. The upgrade has improved real-time reporting functionality, and that, coupled with enhancements to the user interface, has made it popular with the end users.”

Ian Cox, Director, Buy-side Client Services at Fidessa adds: “Aviva Investors has been a significant client for many years, and it is pleasing to complete an upgrade of this scale in such a smooth and collaborative fashion. The project has successfully delivered real business value and allows Aviva Investors to benefit from the ongoing investment we continue to make in the product suite. We very much look forward to continuing our successful partnership.”

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About Fidessa group

Fidessa group is the leading supplier of high-performance trading, portfolio analysis, decision support, compliance, market data and connectivity solutions for firms involved in trading the world's financial markets. **Fidessa's** products and services are built on the simple vision of making it easier to buy, sell and own financial assets of all types on a global basis.

A dynamic, growing company with a proven track record, **Fidessa** is recognised as the thought leader in the marketplace, with an unrivalled set of products and services which set the benchmark for this industry and, uniquely, serve both the buy-side and sell-side communities globally.

With 29 years' experience delivering powerful, resilient, mission-critical systems, **Fidessa** develops all its products itself from the ground up, investing heavily in their continual evolution. The resulting leading-edge, truly integrated solutions have established **Fidessa** as the industry's number one choice, and are used by over 85% of tier-one, global financial institutions.

Headquartered in London and with regional operations across Europe, North America, Asia, and the Middle East, **Fidessa** supports 26,000 users across around 900 clients, serving a broad spectrum of customers from major investment banks and asset managers through to specialist niche brokers and hedge funds.

Fidessa group is listed on the London Stock Exchange (symbol FDSA) and is a FTSE 250 company. **Fidessa** has a turnover of over £250m, has delivered 30% compound growth since its 1997 listing and now employs 1,500 people globally.

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